

## USDA SDVOSB Strategic Initiative

### USDA Service Disabled Veteran-Owned Small Business Strategy Executive Order 13360, Service Disabled Executive Order, Section 2 Duties of Agency Heads to Implement the Policy

ACTION	STATUS
<b>Develop a strategy to implement Service Disabled Veteran-Owned Small Business Executive Order 13360.</b>	<p><b>Complete.</b></p> <p>Revised Strategy to Implement the Service Disabled Veterans Executive Order (13360): Providing Opportunities for Service Disabled Veteran Businesses to Increase Their Contracting and Subcontracting was signed May 14, 2007. The Original Strategy was signed February 10, 2005.</p> <p><b>Complete.</b> Developed Secretary's Memorandum 5090-001 to USDA leadership, emphasizing USDA's role in support of SDVOSBs. <i>Codified as Departmental Policy in Departmental Directive 5090-005.</i></p>
<b>Designate a senior-level official who shall be responsible for developing and implementing the agency's strategy.</b>	<p><b>Complete.</b> Designated senior-level official is the Assistant Secretary for Administration (also USDA's Chief Acquisition Officer).</p>
<b>Make the agency's strategy publicly available.</b>	<p><b>Complete.</b> The Strategy is publicly available at:  <a href="http://www.usda.gov/da/smallbus/revisedSDVOSBstrategyEO13360.pdf">http://www.usda.gov/da/smallbus/revisedSDVOSBstrategyEO13360.pdf</a></p>
<b>Report annually to the Administrator of the Small Business Administration (SBA) on implementation of the agency's strategy.</b>	<p><b>Complete for FY 2005 and FY 2006.</b></p>

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**Include development and implementation of the agency's strategy and achievements in furtherance of the strategy as significant elements in any performance plans of the Agency's Designated Senior-level Official, Chief Acquisition Officer and Director of Small and Disadvantaged Business Utilization.**

#### Ongoing:

- Ensure SDVOSB goal achievement is reported quarterly to Agency Heads and Under and Assistant Secretaries. These individuals hold their Deputy Administrators for Management and Heads of Contracting Activity (or Designee) accountable for goal achievement. Agency Heads also receive goal achievement ratings as part of their annual performance reviews.
- Conduct meetings with Agency Deputy Administrators for Management and Heads of Contracting Activity (or Designee) to discuss goal achievement and identify potential contracting opportunities for SDVOSBs.
- Ensure SDVOSB information technology goal achievement is reported to the USDA and Agency Chief Information Officers.

**Reserve agency contracts exclusively for Service Disabled Veteran-Owned Small Businesses.**

#### Ongoing:

- Aggressively identify procurement opportunities to assist USDA in getting to the 3 percent mandated SDVOSB prime contracting goal.
- Aggressively identify procurement opportunities to assist USDA to meet or exceed the USDA 5 percent goal for information technology prime contracting with SDVOSBs.
- Develop Agency-specific Goal Achievement Strategies for SDVOSBs including listings of potential contracting opportunities for SDVOSBs.
- Identify/review, during the acquisition planning process and during the development of the procurement forecast, new contracts that will be set-aside exclusively for SDVOSBs.
- Identify commonly used products and services and develop blanket purchase agreements with SDVOSBs to fulfill USDA requirements and expedite agency purchases.
- Regularly review USDA's contracting portfolio to identify new as well as ongoing product and service requirements and coordinate with USDA agencies to ensure SDVOSBs are provided full consideration.
- Coordinate with USDA agencies to reserve appropriate contracts exclusively for qualified SDVOSBs.

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**Encourage and facilitate participation by Service Disabled Veteran-Owned Small Businesses in competitions for award of agency contracts.**

**Complete. Briefed agency heads and senior officials on their responsibilities and the advantages of contracting with SDVOSBs.**

**Ongoing:**

- Fully consider SDVOSBs when developing acquisition strategies and conducting market research to identify and utilize SDVOSBs to meet USDA requirements to the maximum extent practicable to achieve USDA program goals.
- Require consideration be given to SDVOSBs when using Federal Supply Schedules and Government-wide acquisition vehicles, including the use of the Veterans Technology Services Government-wide Acquisition Contract (VETS GWAC) for information technology requirements.
- Provide assistance to USDA agencies to identify qualified SDVOSBs that can meet USDA's requirements.
- Promote and facilitate teaming agreements to enhance the capability and capacity of SDVOSBs to fulfill USDA contracting requirements.
- Encourage the use of [www.vetbiz.gov](http://www.vetbiz.gov) and other sources to identify SDVOSBs as potential contractors.
- Encourage SDVOSBs to register their firms in the Central Contractor Registration database as prospective contractors and update their entries, as required.
- Partner with other Federal, State, and local agencies to share best practices and further enhance USDA's SDVOSB Program.
- Recommend that each USDA agency conduct/participate in at least one veteran outreach event annually.
- Continue to conduct OSDBU Vendor Outreach Sessions focusing on SDVOSBs.
- Recognize outstanding contracting officers for their efforts in awarding contracts to SDVOSBs.

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**Encouraging agency contractors to subcontract with Service Disabled Veteran-Owned Small Businesses and actively monitoring and evaluating agency contractors' efforts to do so.**

#### Ongoing:

- Include subcontracting goals of not less than 3 percent for SDVOSBs in all major acquisitions and 5 percent in all applicable information technology acquisitions.
- Meet with large prime contractors to encourage use of SDVOSBs.
- Review subcontracting data in the Electronic Subcontracting Reporting System to identify SDVOSBs providing products and services to USDA.
- Recognize outstanding prime contractors that have been supportive and proactive in awarding subcontracts to SDVOSBs.

**Training agency personnel on applicable laws and policies relating to participation of Service Disabled Veteran-Owned Small Businesses in Federal contracting.**

**Complete.** Developed an on-line USDA training module "Contracting with SDVOSBs" that has been posted on USDA's Small Business website and AGLearn (Nov. 2007- 3est.) and recommended that all agency contracting officers, program officials, and purchase card holders utilize the training program to increase their awareness of the SDVOSB program.

#### Ongoing:

- Recommend that all agency contracting officers utilize training programs such as the Defense Acquisition University online courses and others to increase their awareness of the SDVOSB program.
- Conduct a training session at the annual USDA procurement conference to inform Contracting Officers of best practices in doing business with SDVOSBs.

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**Disseminating information to Service Disabled Veteran-Owned Small Businesses that would assist these businesses in participating in awards of agency contracts.**

#### Ongoing:

- Invite and meet with veteran associations at our First Tuesday Association Breakfast Briefings held at USDA in order to exchange and provide information relating to SDVOSBs.
- Meet one-on-one with SDVOSBs to provide advice and counsel on “Doing Business with USDA”.
- Participate in conferences, trade shows, industry days and meetings as speakers, exhibitors, panelists and matchmakers and distribute information on USDA opportunities.
- Sponsor targeted USDA Industry Days to showcase SDVOSBs.
- Advertise in trade journals and other publications to increase SDVOSBs knowledge of USDA’s business.
- Work in cooperation and partnerships with veteran associations to disseminate and share information.
- Partner with other Federal agencies to distribute USDA information on contracting and subcontracting opportunities.